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ABSTRACT

Based on searches of more than 100 periodicals as well as flyers and brochures from 24 major publishing houses and university presses, this annotated bibliography presents a representative collection of books and journal articles (published in 1995) related to the knowledge and practice of public relations. The annotated bibliography is divided into 34 different categories, including business credibility and ethics, writing techniques, business responsibility, communication, crisis management, government relations, management, marketing, public relations profession, and research. A concise section on "How to Use This Bibliography" is also included. A list of periodicals is attached. (SR)

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